

**Subject:** This week from CCA (CCA Delivers - September 15, 2016)  
**From:** "Central City Association" <jhowland@ccala.org>  
**Date:** 09/15/2016 05:50 PM  
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CCA Delivers

CCALA.org

September 15, 2016

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### **Downtown 2030 Committee**

This week at the DT2030 Committee meeting, CCA members received a project update on My Figueroa. We also discussed the DTLA Innovation District, and an agenda to sustain to the Downtown Renaissance.

The construction contract for the My Fig project was awarded in August to All-American Asphalt. Construction is expected to last for approximately 200 days and is scheduled for completion in June 2017. The construction staging schedule is still being developed, but those interested are encouraged to sign up for real-time updates at [myfigueroa.com](http://myfigueroa.com). The My Fig project will transform the Figueroa Corridor by improving mobility for vehicles, bicyclists, pedestrians and transit-users by installing bus platforms with amenities, widened sidewalks, wayfinding signage and protected bike lanes. The project encompasses Figueroa from 7th Street to Martin Luther King Jr. Boulevard, as well as 11th Street from Figueroa to Broadway and Martin Luther King Jr. Boulevard to Exposition Park. My Fig was initiated over six years ago and there is great excitement on how it will further connect Downtown and South Los Angeles.

The Committee also learned about the DTLA Innovation District that has been initiated by the Downtown Center Business Improvement District (DCBID). The Innovation District is an exciting strategy to bring together the diverse and unique assets of DTLA. It will be the foundation for the second phase of the Downtown Renaissance and represents a concentrated effort to attract residents, retailers and employers. This dynamic and generative strategy is inclusive and supports the creation of housing at all income levels, as well as jobs to meet varied skill sets. The goals of Innovate DTLA include promoting DTLA as a place of innovation and creativity; supporting the existing innovation ecosystem; attracting more creative companies and innovative individuals to DTLA; and encouraging policies and practices that nurture innovation and creativity. The DCBID expects to release the

## **EVENTS CALENDAR**

**THURSDAY, SEPTEMBER 22**  
11 a.m. - 1:30 p.m.

[ARCHITECTS PANEL & SHOWCASE](#)

**MONDAY, OCTOBER 3 - SATURDAY,  
OCTOBER 8, 2016**  
9 a.m. - 9 p.m.

[CITY PLANNING: DOWNTOWN  
COMMUNITY PLANS OPEN STUDIO  
AND DESIGN CHARRETTE!](#)  
Bradbury Building at 304 S. Broadway  
St.

**SATURDAY, OCTOBER 15**  
7 p.m. - 11 p.m.

[CAROL'S FAREWELL PARTY](#)

## **COMMITTEE CALENDAR**

**WEDNESDAY, SEPTEMBER 21**  
8:00 - 9:30 a.m.

[HOUSING, LAND USE &  
DEVELOPMENT](#)

**Topics: SurveyLA: Arts District;  
DTLA Community Plan Update**

**Special Guests: Ken Bernstein, City  
Planning; Bryan Eck, City Planning**

**THURSDAY, SEPTEMBER 29**  
8:30 - 10:00 a.m.

Innovate DTLA Report in Fall 2016.

At the committee meeting there was a clear synergy between Innovate DTLA and an agenda to sustain the Downtown Renaissance. Members had a round-table discussion to define what goals our agenda should include. There was recognition that the next phase of the Renaissance will require broad-based support and an agenda that is inclusive. Members shared that Downtown is the city's core and the place where we can meaningfully address the housing crisis with density and create new jobs for high-skilled workers, those without a high-school diploma, and recent graduates. We believe this agenda will unify CCA's membership to act as a cohesive voice to support new, high-caliber development projects and long-range planning efforts by the City. CCA will continue to engage members on the development of this agenda.

CCA thanks **Mat Talag**, Los Angeles Department of Transportation, and **Nick Griffin**, DCBID, for their remarks.

For more information, please contact CCA's Managing Director of Legislative Affairs & Government Relations, [Marie Rumsey](#).

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## Comprehensive Planning Reform

This Tuesday, at the Planning, Land Use and Management Committee, Council members considered comprehensive planning reform. The committee discussed a possible ordinance or charter amendments to codify funding for updating the general plan, what additional resources would be necessary to accelerate the community plan updates to six years from ten years, establishing procedures for batching general plan amendments and implementing new EIR consultant selection regulations.

CCA spoke in support of requiring applicants to select and hire an EIR consultant from a City list of EIR consultants. Under this proposal applicants would directly contract and manage the EIR consultant. CCA also spoke in support of updating the community plans. The committee continued the item for two weeks and asked for several report backs including the legality of the City selecting an EIR consultant for the applicant and timelines associated with placing a charter amendment on the March 2017 ballot.

For more information, please contact CCA's Managing Director of Legislative Affairs & Government Relations, [Marie Rumsey](#).

### GOVERNMENT RELATIONS

**Topics: Ballot Measures - LADWP Reform and Countywide Parks Property Tax**

**Special Guests: Dr. Fred Pickle, Yes on RRR; Nate Holden, No on RRR; Bruce Saito, Yes on Measure A; Peter Herzog, No on Measure A**

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### CCA IN ACTION



On Monday, CCA attended the launch event for the Measure HHH campaign at Skid Row Housing Trust's New Genesis Apartments located in Downtown.

Measure HHH is the City's Housing and Homelessness General Obligation Bond, which will provide up to \$1.2B for permanent supportive housing, affordable housing and facilities for homeless individuals like temporary shelters and storage. CCA supports Measure HHH because it will create a critical new revenue stream to address the homelessness and housing crises.

For more information please contact CCA's Managing Director of Legislative Affairs & Government Relations, [Marie Rumsey](#).

This week at the L.A. County Board of Supervisors, CCA supported Supervisor Ridley-Thomas' motion to preserve the option of placing a homeless revenue initiative on the March 2017 ballot. The Board voted unanimously in favor of this motion. CCA knows providing increased mental health services along with drug and alcohol counseling are important components to comprehensively addressing homelessness.

For more information please contact CCA's Managing Director of Legislative Affairs & Government Relations, [Marie Rumsey](#).

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### CCA IN THE

## NEWS

"A balanced approach to assure that most projects in the pipeline do not get surprised by a new park fee structure," said, Marie Rumsey. [Downtown News](#), September 9, 2016. "[Park Creation Fees to Rise for First Time in 30 Years.](#)"

"The thing that's very nice about it is we get a lot of folks who are working in the office buildings. It's very casual and everybody interacts. You have tables set up, you'll have a few public safety representatives, then the workers and other people who come to enjoy the event." Carol Schatz. [Downtown News](#), September 14, 2016. "[To Protect and to Feed. Annual Public Safety Barbecue Honors First Responders.](#)"



## CCA MEMBERS IN THE NEWS

Announcing 71Above - a restaurant built for Los Angeles high atop the iconic US Bank Tower. The restaurant celebrates the diversity of our City with menus by Chef Vartan Abgaryan. Congratulations on already making the EaterLA "List of Essentials Restaurants!", [EaterLA](#), September 9, 2016. "[The Essential Guide to Downtown Los Angeles Restaurants, 2016 Edition](#)"

## Announcements

### Membership with CCA

CCA is the leading voice of business on important city and statewide issues. From LAX to Downtown, CCA is considered the Los Angeles business community's most effective advocate and business leader. Our citywide reach on a broad base of issues — including land use, transportation and economic growth — connect you with government and produce quick and effective results that benefit your bottom line. As a CCA member, you also receive personalized issue advocacy and unparalleled access to city, county and state power brokers and decision makers. CCA is aggressively advocating on behalf of the business community.

For more information about membership, please visit [ccala.org](http://ccala.org) or contact CCA Director of Business Development & Marketing, [Nhien Lasky](#).

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